STATE ATTORNEYS GENERAL A Communication From the Chief Legal Officers Of the Following States and Territories:

Arkansas * Connecticut * Delaware * Idaho * Illinois * Iowa * Kansas * Maine Maryland * Michigan * Mississippi * Missouri * Montana * Nevada * New Hampshire Ohio * Rhode Island * South Carolina * Tennessee * Texas * Virginia

September 21, 2010 Sent via facsimile

Samuel Fifer Sonnenschein, Nath & Rosenthal, LLP 233 South Wacker Drive Suite 7800 Chicago, IL 60606-6404

RE: backpage.com

Dear Mr. Fifer:

Thank you for your recent letter notifying us of additional changes backpage has implemented in order to respond to our concerns that blatant prostitution ads are rampant on the site. Although we appreciate these efforts and the cooperation the site has demonstrated since we began our investigation in 2009, more needs to be done.

We are writing to request that you immediately take down the adult services portion of backpage.

We believe that ads for prostitution-- including ads trafficking children-- are rampant on the site and that the volume of these ads will grow in light of craigslist's recent decision to eliminate the adult services section of its site. In our view, it is time for the company to follow craigslist's lead and take immediate action to end the misery of the women and children who may be exploited and victimized by these ads. Because backpage cannot, or will not, adequately screen these ads, it should stop accepting them altogether.

As you indicated in your recent letter to us, you found that once you began charging for ads in the adult services section of the site, prostitution began migrating into certain sections of the personals section, so you began to charge to posts ads in that section as well. We urge you to take additional efforts, such as manual review of each ad in theses sections of the personals -- and others if it becomes necessary -- before ads are posted.

We recognize that backpage may lose the considerable revenue generated by the adult services ads. Still, no amount of money can justify the scourge of illegal prostitution, and the

misery of the women and children who will continue to be victimized, in the marketplace provided by backpage.

We sincerely hope backpage, like craigslist, will finally hear the voices of the victims, women and children, who plead with it to make this important change. We too, call on backpage to listen, to care, and respond now by shutting down the adult services section of its website. It is the right thing to do to protect innocent women and children.

Very truly yours,

Richard Blumenthal

Attorney General of Connecticut

Chris Koster

Attorney General of Missouri

Dustin McDaniel Attorney General of Arkansas Joseph R. Biden, III Attorney General of Delaware

Lawrence G. Wasden Attorney General of Idaho

Lisa Madigan

Steve Six

Attorney General of Illinois

Attorney General of Iowa

Tom Miller

Attorney General of Kansas

Janet Trafton Mills

Attorney General of Maine Douglas F. Gansler

Attorney General of Maryland

Michael Cox Attorney General of Michigan Jim Hood Attorney General of Mississippi

Steve Bullock Attorney General of Montana Catherine Cortez Masto Attorney General of Nevada

Michael A. Delaney Attorney General of New Hampshire Richard Cordray Attorney General of Ohio

Patrick C. Lynch Attorney General of Rhode Island Henry McMaster Attorney General of South Carolina

Robert E. Cooper, Jr. Attorney General of Tennessee Greg Abbott Attorney General of Texas

Kenneth T. Cuccinelli, II Attorney General of Virginia